



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

Contract / Revision 808059 /	Alt Order # 06274249
Product	
ROMNEY FOR PRESIDENT	
<u>Contract Dates</u> 08/15/12 - 08/21/12	<u>Estimate #</u> 158
<u>Advertiser</u> Romney, Mitt/R/President	<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast
<u>Station</u> WBTV	<u>Account Executive</u> Dave Clark
<u>Special Handling</u> Give to AE	
<u>Demographic</u> Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

American Rambler Productions
138 Conant Street
Beverly, MA 02494

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
N 1	WBTV	08/15/12	08/17/12	WBTV News 6a	6-7a		:30			NM	6 \$6,600.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> --WTF--				<u>Spots/Week</u> 6	<u>Rate</u> \$1,100.00		
N 2	WBTV	08/20/12	08/21/12	WBTV News 6a	6-7a		:30			NM	4 \$4,400.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MT-----				<u>Spots/Week</u> 4	<u>Rate</u> \$1,100.00		
N 3	WBTV	08/15/12	08/17/12	The Early Show	7-9a		:30			NM	6 \$4,800.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> --WTF--				<u>Spots/Week</u> 6	<u>Rate</u> \$800.00		
N 4	WBTV	08/20/12	08/21/12	The Early Show	7-9a		:30			NM	4 \$3,200.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MT-----				<u>Spots/Week</u> 4	<u>Rate</u> \$800.00		
N 5	WBTV	08/15/12	08/17/12	America Now	9a-10a		:30			NM	3 \$1,200.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> --WTF--				<u>Spots/Week</u> 3	<u>Rate</u> \$400.00		
N 6	WBTV	08/20/12	08/21/12	America Now	9a-10a		:30			NM	2 \$800.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MT-----				<u>Spots/Week</u> 2	<u>Rate</u> \$400.00		
N 7	WBTV	08/20/12	08/21/12	Rachael Ray	10a-11a		:30			NM	4 \$2,000.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MT-----				<u>Spots/Week</u> 4	<u>Rate</u> \$500.00		
N 8	WBTV	08/15/12	08/17/12	Rachael Ray	10a-11a		:30			NM	6 \$3,000.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> --WTF--				<u>Spots/Week</u> 6	<u>Rate</u> \$500.00		
N 9	WBTV	08/15/12	08/17/12	Price Is Right	11a-12p		:30			NM	6 \$7,200.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> --WTF--				<u>Spots/Week</u> 6	<u>Rate</u> \$1,200.00		
N 10	WBTV	08/20/12	08/21/12	Price Is Right	11a-12p		:30			NM	4 \$4,800.00
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> MT-----				<u>Spots/Week</u> 4	<u>Rate</u> \$1,200.00		
N 11	WBTV	08/20/12	08/21/12	WBTV News At Noon	12-12:30p		:30			NM	4 \$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		

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Contract / Revision 808059 /	Alt Order # 06274249	
Contract Dates 08/15/12 - 08/21/12	Product ROMNEY FOR PRESID	Estimate # 158
Advertiser Romney, Mitt/R/President	Original Date / Revision 08/13/12 / 08/13/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
		Week: 08/20/12	08/26/12	MT-----				4	\$1,200.00		
N 12	WBTV	08/15/12	08/17/12	WBTV News At Noon	12-12:30p		:30			NM	6 \$7,200.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				6	\$1,200.00		
N 13	WBTV	08/15/12	08/17/12	CBS Daytime	12:30-3p		:30			NM	3 \$3,300.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				3	\$1,100.00		
N 14	WBTV	08/20/12	08/21/12	CBS Daytime	12:30-3p		:30			NM	4 \$4,400.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/20/12	08/26/12	MT-----				4	\$1,100.00		
N 15	WBTV	08/20/12	08/21/12	Let's Make A Deal	3-4p		:30			NM	2 \$1,600.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/20/12	08/26/12	MT-----				2	\$800.00		
N 16	WBTV	08/15/12	08/17/12	Let's Make A Deal	3-4p		:30			NM	3 \$2,400.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				3	\$800.00		
N 17	WBTV	08/20/12	08/21/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	4 \$3,600.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/20/12	08/26/12	MT-----				4	\$900.00		
N 18	WBTV	08/15/12	08/17/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	6 \$5,400.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				6	\$900.00		
N 19	WBTV	08/15/12	08/17/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	6 \$7,200.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				6	\$1,200.00		
N 20	WBTV	08/20/12	08/21/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	4 \$4,800.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/20/12	08/26/12	MT-----				4	\$1,200.00		
N 21	WBTV	08/15/12	08/17/12	WBTV News at 5p	5p-5:30p		:30			NM	6 \$9,600.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				6	\$1,600.00		
N 22	WBTV	08/20/12	08/21/12	WBTV News at 5p	5p-5:30p		:30			NM	4 \$6,400.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/20/12	08/26/12	MT-----				4	\$1,600.00		
N 23	WBTV	08/15/12	08/17/12	WBTV News at 530p	M-F 530p-6p		:30			NM	3 \$5,100.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				3	\$1,700.00		
N 24	WBTV	08/15/12	08/17/12	WBTV News at 6p	M-F 6p-630p		:30			NM	6 \$12,600.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				6	\$2,100.00		
N 25	WBTV	08/20/12	08/21/12	WBTV News at 6p	M-F 6p-630p		:30			NM	4 \$8,400.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/20/12	08/26/12	MT-----				4	\$2,100.00		
N 26	WBTV	08/20/12	08/21/12	WBTV News Primetime	M-F 7p-730p		:30			NM	4 \$6,000.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/20/12	08/26/12	MT-----				4	\$1,500.00		
N 27	WBTV	08/15/12	08/17/12	WBTV News Primetime	M-F 7p-730p		:30			NM	6 \$9,000.00
		Start Date	End Date	Weekdays					Rate		
		Week: 08/13/12	08/19/12	--WTF--				6	\$1,500.00		

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Advertiser Romney, Mitt/R/President	Original Date / Revision 08/13/12 / 08/13/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
N 28	WBTV	08/15/12	08/17/12	Millionaire	M-F 730p-8p		:30			NM	3 \$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	--WTF--				3	\$1,500.00		
N 29	WBTV	08/20/12	08/21/12	Millionaire	M-F 730p-8p		:30			NM	2 \$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MT-----				2	\$1,500.00		
N 30	WBTV	08/20/12	08/21/12	WBTV News @ 11p	11p-1135p		:30			NM	4 \$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MT-----				4	\$4,000.00		
N 31	WBTV	08/15/12	08/17/12	WBTV News @ 11p	11p-1135p		:30			NM	6 \$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	--WTF--				6	\$4,000.00		
N 32	WBTV	08/20/12	08/21/12	David Letterman	1135-1237a		:30			NM	2 \$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	MT-----				2	\$850.00		
N 33	WBTV	08/15/12	08/16/12	David Letterman	1135-1237a		:30			NM	2 \$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	--WT---				2	\$850.00		
N 34	WBTV	08/21/12	08/21/12	Tue Prime Hour 1	8-9p		:30			NM	1 \$9,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/20/12	08/26/12	-1-----				1	\$9,400.00		
N 35	WBTV	08/15/12	08/15/12	Wed Prime Hour 2	9-10p		:30			NM	1 \$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	--1----				1	\$5,700.00		
N 36	WBTV	08/15/12	08/15/12	Wed Prime Hour 3	10-11p		:30			NM	1 \$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	--1----				1	\$6,000.00		
N 37	WBTV	08/16/12	08/16/12	Thur Prime Hour 3	10-11p		:30			NM	1 \$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	--1---				1	\$4,500.00		
N 38	WBTV	08/17/12	08/17/12	Fri Prime Hour 2	9-10p		:30			NM	1 \$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	----1--				1	\$5,600.00		
N 39	WBTV	08/18/12	08/18/12	WBTV Sat 6a News	6-7a		:30			NM	1 \$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1-				1	\$500.00		
N 40	WBTV	08/18/12	08/18/12	WBTV Sat 7a News	7-8a		:30			NM	1 \$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1-				1	\$800.00		
N 41	WBTV	08/18/12	08/18/12	PGA Golf	Various		:30			NM	1 \$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1-				1	\$1,500.00		
N 42	WBTV	08/18/12	08/18/12	WBTV News Sat 6p	Sat 6p-630p		:30			NM	1 \$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----1-				1	\$900.00		
N 43	WBTV	08/19/12	08/19/12	CBS Sunday Morning	9-1030a		:30			NM	2 \$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:		08/13/12	08/19/12	-----2				2	\$1,100.00		
N 44	WBTV	08/19/12	08/19/12	Face the Nation	1130a-12n		:30			NM	1 \$475.00

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Advertiser Romney, Mitt/R/President	Original Date / Revision 08/13/12 / 08/13/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>	
										Type	Spots
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$475.00		
N 45	WBTV	08/19/12	08/19/12	PGA Golf			:30			NM	2 \$3,000.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----2				<u>Spots/Week</u> 2	<u>Rate</u> \$1,500.00		
N 46	WBTV	08/19/12	08/19/12	WBTV News Sun 630p	Sun 630p-7p		:30			NM	1 \$1,000.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$1,000.00		
N 47	WBTV	08/19/12	08/19/12	Sun Prime Hour 1	7-8p		:30			NM	1 \$7,600.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$7,600.00		
N 48	WBTV	08/19/12	08/19/12	Sun Prime Hour 4	10-11p		:30			NM	1 \$4,000.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$4,000.00		
N 49	WBTV	08/19/12	08/19/12	WBTV 11p News /Sun	11-11.35p		:30			NM	1 \$3,500.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----1				<u>Spots/Week</u> 1	<u>Rate</u> \$3,500.00		
N 50	WBTV	08/17/12	08/17/12	Late Run Letterman	1135p-137.28a		:30			NM	1 \$850.00
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> ----F--				<u>Spots/Week</u> 1	<u>Rate</u> \$850.00		

Totals

158 \$248,225.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	158	\$248,225.00	\$210,991.25
Totals	158	\$248,225.00	\$210,991.25

Signature: _____ **Date:** _____

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